

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A propagated signal comprising:

a first information stream for consumption by a user, wherein said first information stream comprises:

content desired by the user; and

commercial content; and

a second information stream comprising a first portion for interaction with a user and a second portion comprising reward content for consumption by the user conditionally according to the user's response to the first portion;

wherein the user must substantially consume the commercial content in the first information stream in order to receive the reward content in the second information stream.

a
2. (Currently Amended) The signal according to claim 1, wherein[+] the first information stream is a discrete portion of a broadcast, and the second information stream is arranged so that interaction with the first portion takes a period of time at least substantially equal to the duration of the first information stream, whereby the user is induced to consume substantially the entire first information stream.

3. (Currently Amended) The signal according to claim 1, wherein[~~the first information stream~~] the commercial content includes an advertisement, and [~~the second portion of the second information stream comprises information other than an advertisement, whereby the user is induced to continue reception of the propagated signal, whereby~~] the user is induced to continue consumption of the first information stream, thereby consuming the advertisement, in order to receive the reward content in the second information stream.

4. (Original) The signal according to claim 3, wherein the second information stream is arranged so that interaction with the first portion takes a period of time at least substantially equal to the duration of the advertisement.

5. (Currently Amended) The signal according to claim 1, wherein the reward content [~~second portion of the second information stream~~] is at least a portion of a reward [~~an~~] entity.

6. (Currently Amended) The signal according to claim 5, wherein the reward entity is an audio entity.

7. (Currently Amended) The signal according to claim 5, wherein the reward entity is a video entity.

a!
cont. 8. (Currently Amended) The signal according to claim 5, wherein [~~the second portion of the second information stream is a portion of an entity, and~~] a plurality of reward content [~~second portions of the second information stream~~] collectively form a complete reward entity, so that to receive the complete reward entity a user must consume a plurality [~~all~~] of [~~the~~] associated commercial content [~~first information streams~~].

9. (Currently Amended) The signal according to claim 1, wherein [~~the second portion of the second information stream~~] the reward content is a portion of [~~an~~] a reward entity, and a plurality of reward content [~~second portions of the second information stream~~] collectively form a complete reward entity, so that to receive the complete reward entity a user must consume a plurality [~~all~~] of [~~the~~] associated commercial content [~~first information streams~~].

10. (Currently Amended) The propagated signal of claim 1, wherein [~~the~~] the first information stream is transmitted via a first medium, and the second information stream is transmitted via a second medium.

11. (Currently Amended) A method of broadcasting to consumer equipment, comprising the steps of:

transmitting to consumer equipment a first information stream for consumption by a user,

wherein said first information stream comprises:

content desired by the user; and

commercial content; and

transmitting to consumer equipment a second information stream comprising a first portion for interaction with a user and a second portion comprising reward content for consumption by the user conditionally according to the user's response to the first portion;

wherein the user must substantially consume the commercial content in the first information stream in order to receive the reward content in the second information stream.

a1 cont.
12. (Currently Amended) The method according to claim 11, wherein[=] the first information stream is a discrete portion of a broadcast, and the second information stream is arranged so that interaction with the first portion takes a period of time at least substantially equal to the duration of the first information stream, whereby the user is induced to consume substantially the entire first information stream.

13. (Currently Amended) The method according to claim 11, wherein[~~=the first information stream~~] the commercial content includes an advertisement, and [~~the second portion of the second information stream comprises information other than an advertisement, whereby the user is induced to continue reception of the propagated signal, whereby~~] the user is induced to continue consumption of the first information stream, thereby consuming the advertisement, in order to receive the reward content in the second information stream.

14. (Original) The method according to claim 13, wherein the second information stream is arranged so that interaction with the first portion takes a period of time at least substantially equal to the duration of the advertisement.

15. (Currently Amended) The method according to claim 11, wherein the reward content ~~[second portion of the second information stream]~~ is at least a portion of a reward ~~[an]~~ entity.

16. (Currently Amended) The method according to claim 15, wherein the reward entity is an audio recording.

17. (Currently Amended) The method according to claim 15, wherein the reward entity is a video entity.

18. (Currently Amended) The method according to claim 15, wherein ~~[the second portion of the second information stream is a portion of an entity, and]~~ a plurality of reward content ~~[second portions of the second information stream]~~ collectively form a complete reward entity, so that to receive the complete reward entity a user must consume a plurality ~~[all]~~ of ~~[the]~~ associated commercial content ~~[first information streams]~~.

19. (Currently Amended) The method according to claim 11 ~~[10]~~, wherein ~~[the second portion of the second information stream]~~ the reward content is a portion of ~~[an]~~ a reward entity, and a plurality of reward content ~~[second portions of the second information stream]~~ collectively form a complete reward entity, so that to receive the complete reward entity a user must consume a plurality ~~[all]~~ of ~~[the]~~ associated commercial content ~~[first information streams]~~.

20. (Currently Amended) The method according to claim 18, further comprising the steps of:
storing each of said plurality of reward content ~~[second portions]~~; and
combining all of said plurality of reward content ~~[second portions]~~ to form the complete reward entity.

21. (Currently Amended) The method of claim 11, wherein[\pm] the first information stream is transmitted via a first medium, and the second information stream is transmitted via a second medium.

22. (Currently Amended) A broadcasting system comprising:

a transmitter for transmitting:

a first information stream for consumption by a user, wherein said first information stream comprises:

content desired by the user; and

commercial content; and

a second information stream comprising a first portion for interaction with a user and

a second portion comprising reward content for consumption by the user[\mp]; and

a consumer equipment for:

receiving and presenting the first information stream to a user,

receiving and presenting the first portion of the second information stream to the user, and

receiving and presenting the reward content [~~second portion of the second information stream~~] to the user conditionally according to the user's response to the first portion;

wherein the user must substantially consume the commercial content in the first information stream in order to receive the reward content in the second information stream.

23. (Currently Amended) The broadcasting system according to claim 22, wherein[\pm] the first information stream is a discrete portion of a broadcast, and the second information stream is arranged so that interaction with the first portion takes a period of time at least substantially equal to the duration of the first information stream, whereby the user is induced to consume substantially the entire first information stream.

24. (Currently Amended) The broadcasting system according to claim 22, wherein ~~[the first information stream]~~ the commercial content includes an advertisement, and ~~[the second portion of the second information stream comprises information other than an advertisement, whereby the user is induced to continue reception of the propagated signal, whereby]~~ the user is induced to continue consumption of the first information stream, thereby consuming the advertisement, in order to receive the reward content in the second information stream.

25. (Original) The broadcasting system according to claim 24, wherein the second information stream is arranged so that interaction with the first portion takes a period of time at least substantially equal to the duration of the advertisement.

26. (Currently Amended) The broadcasting system according to claim 22, wherein the reward content ~~[second portion of the second information stream]~~ is at least a portion of a reward ~~[an]~~ entity.

27. (Currently Amended) The broadcasting system according to claim 26, wherein the reward entity is an audio entity.

28. (Currently Amended) The broadcasting system according to claim 26, wherein the reward entity is a video entity.

29. (Currently Amended) The broadcasting system according to claim 25, wherein ~~[the second portion of the second information stream is a portion of an entity, and]~~ a plurality of reward content ~~[second portions of the second information stream]~~ collectively form a complete reward entity, so that to receive the complete reward entity a user must consume a plurality ~~[all]~~ of ~~[the]~~ associated commercial content ~~[first information streams]~~.

30. (Currently Amended) The broadcasting system according to claim 29, wherein the consumer equipment further comprises:

recording means for recording each of said plurality of reward content [~~second portions~~]; and combining means for combining all said reward content [~~second portions~~] into a complete reward entity.

31. (Currently Amended) The broadcasting system according to claim 22, wherein[~~s~~] the transmitter transmits the first information stream via a first medium, and the transmitter transmits the second information stream via a second medium.

32. (Currently Amended) The broadcasting system according to claim 22, wherein[~~=the second portion of the second information stream~~] the reward content is a portion of [~~an~~] a reward entity, and a plurality of reward content [~~second portions of the second information stream~~] collectively form a complete reward entity, so that to receive the complete reward entity a user must consume a plurality [~~all~~] of [~~the~~] associated commercial content [~~first information streams~~].

33. (Currently Amended) A set-top box for:

receiving a first information stream containing [~~first~~] content desired by a user and commercial content and presenting the first information stream [~~content~~] on a receiving monitor;

receiving a second information stream containing a first portion specifying interaction with a user and a second portion containing reward [~~second~~] content;

prompting the user to perform the specified interaction; and

capturing the reward [~~second~~] content conditionally according to the user's response to said prompting

wherein the user must substantially consume the commercial content in the first information stream in order to receive the reward content in the second information stream.

34. (Currently Amended) The set-top box according to claim 33, further arranged to:

store the captured reward [~~second~~] content, and

combine a plurality of stored reward [~~second~~] content[~~s~~] to form a complete reward entity.

35. (Currently Amended) A handset for:

receiving a first information stream containing [~~first~~] content desired by a user and commercial content and presenting the first information stream [~~content~~] to a user;
receiving a second information stream containing a first portion specifying interaction with the user and a second portion containing reward [~~second~~] content;
prompting the user to perform the specified interaction; and
capturing the reward [~~second~~] content conditionally according to the user's response to said prompting
wherein the user must substantially consume the commercial content in the first information stream in order to receive the reward content in the second information stream.

a!
cont.
36. (Original) The handset according to claim 35, adapted to receive information streams from at least one of general packet radio service (GPRS), Universal Mobile Telecommunications System (UMTS), and Internet transmission media

37. (Currently Amended) Broadcast reception apparatus comprising:

a set-top box for receiving a first information stream containing [~~first~~] content desired by a user and commercial content and presenting the first information stream [~~content~~] on a receiving monitor;
second receiving means for receiving a second information stream containing a first portion specifying interaction with a user and a second portion containing reward [~~second~~] content;
prompting means for prompting the user to perform the specified interaction; and
a handset for capturing the reward [~~second~~] content conditionally according to the user's response to said prompting
wherein the user must substantially consume the commercial content in the first information stream in order to receive the reward content in the second information stream.

38. (Currently Amended) The apparatus according to claim 37, wherein the second receiving means is incorporated in the set-top box.

39. (Currently Amended) The apparatus according to claim 37, wherein the second receiving means is incorporated in the handset.

40. (Currently Amended) The apparatus according to claim 37, wherein the prompting means is incorporated in the set-top box.

41. (Currently Amended) The apparatus according to claim 37, wherein the prompting means is incorporated in the handset.

42. (Original) The apparatus according to claim 37, wherein the handset is adapted to receive information streams from at least one of general packet radio service (GPRS), universal mobile telecommunications system (UMTS), and internet transmission media.

43. (New) The apparatus according to claim 37, wherein the reward content is a portion of a reward entity, and a plurality of reward content collectively form a complete reward entity, so that to receive the complete reward entity a user must consume a plurality of associated commercial content.

44. (New) The handset according to claim 35, wherein the reward content is a portion of a reward entity, and a plurality of reward content collectively form a complete reward entity, so that to receive the complete reward entity a user must consume a plurality of associated commercial content.

45. (New) The signal according to claim 1, wherein the user is prompted for a response according to the first portion of the second information stream while being presented with the commercial content of the first information stream.

46. (New) The method according to claim 11, wherein the user is prompted for a response according to the first portion of the second information stream while being presented with the commercial content of the first information stream.

47. (New) The broadcasting system according to claim 22, wherein the user is prompted for a response according to the first portion of the second information stream while being presented with the commercial content of the first information stream.

48. (New) The set-top box according to claim 33, wherein the user is prompted for a response according to the first portion of the second information stream while being presented with the commercial content of the first information stream.

a1
Cont. 49. (New) The handset according to claim 35, wherein the user is prompted for a response according to the first portion of the second information stream while being presented with the commercial content of the first information stream.

50. (New) The apparatus according to claim 37, wherein the user is prompted for a response according to the first portion of the second information stream while being presented with the commercial content of the first information stream.

51. (New) A method for inducing a user to consume commercial content by offering reward content, comprising the steps of:

transmitting a content data stream to the user, wherein said content data stream comprises:

content desired by the user; and

commercial content;

prompting the user by informing the user that the user may receive reward content if the user consumes the commercial content in the content data stream; and

providing the reward content to the user if the user responds to the prompt.

52. (New) The method according to claim 51, wherein the user responds to the prompt by entering input on an input device.

53. (New) The method according to claim 51, wherein the user responds to the prompt by entering discrete input on an input device.

54. (New) The method according to claim 53, wherein the user enters discrete input by pressing a button on the input device.

55. (New) The method according to claim 51, wherein the user responds to the prompt by entering input intermittently on an input device.

a!
Cont 56. (New) The method according to claim 55, wherein the step of providing reward content comprises the step of:

providing reward content while the user is entering input intermittently, wherein, if the user ceases to enter input intermittently, the providing of reward content ceases.

57. (New) The method according to claim 55, wherein the user enters input intermittently by playing a game.

58. (New) The method according to claim 55, wherein the step of prompting the user comprises the step of:

prompting the user at regular or irregular time intervals to enter input, wherein, if the user does not respond to a prompt, the providing of reward content ceases.

59. (New) The method according to claim 51, wherein the user responds to the prompt by entering input continuously on an input device.

60. (New) The method according to claim 59, wherein the user enters input continuously by continuously pressing a button on the input device.

61. (New) The method according to claim 59, wherein the step of providing reward content comprises the step of:

providing reward content while the user is entering input continuously, wherein, if the user ceases to enter input continuously, the providing of reward content ceases.

62. (New) The method according to claim 61, wherein the step of prompting the user comprises the step of:

prompting the user to continuously enter input.

a!
Cont
63. (New) The method according to claim 51, wherein the reward content is a portion of a reward entity, and a plurality of reward content collectively form a complete reward entity, so that to receive the complete reward entity a user must consume a plurality of associated commercial content.

64. (New) The method according to claim 51, wherein the step of prompting the user comprises the step of:

presenting an indicia to the user to thereby inform the user that the user may receive reward content if the user consumes the commercial content in the content data stream.

65. (New) The method according to claim 64, wherein the indicia comprises at least one of a visual icon and a short audio prompt.

66. (New) The method according to claim 51, further comprising the step of:

transmitting a reward data stream comprising:

said reward content; and

data for providing the prompting to the user.

67. (New) The method according to claim 66, wherein the data for providing the prompting to the user comprises at least one of a message to be presented to the user, instructions for prompting the user, and instructions for receiving input from the user.

68. (New) The method according to claim 66, wherein a first receiver receives the content data stream and a second receiver receives the reward data stream, and wherein the first receiver is separate and distinct from the second receiver.

69. (New) A transmitter for use in a system for inducing a user to consume commercial content by offering reward content, comprising:

means for transmitting a content data stream to the user, wherein said content data stream

comprises:

content desired by the user; and

commercial content;

wherein the content data stream is received by electronic equipment of the user;

wherein, in the system, the user is prompted by informing the user that the user may receive reward content if the user consumes the commercial content in the content data stream; and

wherein, in the system, the reward content is only provided to the user if the user responds to the prompt.

70. (New) The transmitter according to claim 69, wherein the transmitter is part of a broadcast system.

71. (New) The transmitter according to claim 69, wherein a transmission medium of the transmitter comprises at least one of wired and wireless.

72. (New) The transmitter according to claim 69, wherein the transmitter comprises a portion of at least one of a radio-frequency network, a cable network, the Internet, a satellite network, and a telephone network.

73. (New) The transmitter according to claim 69, wherein the transmitter comprises a portion of a television broadcasting network, and the electronic equipment of the user is a television receiver.

74. (New) The transmitter according to claim 69, wherein the transmitter comprises a portion of a streaming video broadcast system for the Internet.

75. (New) The transmitter according to claim 69, wherein the transmitter comprises a portion of a General Packet Radio Services (GPRS) network, a Universal Mobile Telecommunications System (UMTS), an Advanced Television Enhancement Forum (ATVEF) network, or a Multimedia Home Platform (MHP).

76. (New) The transmitter according to claim 69, wherein the system in which the transmitter is used further comprises a transmitter for transmitting a reward data stream comprising the reward content and data for providing the prompting to the user.

77. (New) The transmitter according to claim 76, wherein a receiver receives the reward data stream, and wherein the receiver is separate and distinct from the user's electronic equipment which receives the content data stream.

78. (New) The transmitter according to claim 76, wherein the reward data stream is only transmitted when commercial content is transmitted.

79. (New) The transmitter according to claim 76, wherein the receiver comprises a telephone.

80. (New) The transmitter according to claim 79, wherein the telephone comprises a wireless telephone.

a!
amcl.
81. (New) The transmitter according to claim 80, wherein the wireless telephone comprises a cellular telephone.

82. (New) The transmitter according to claim 69, wherein the user's electric equipment comprises a telephone.
